

REP HEADLINE# 6365916 TRF# 497851 REP: TEL# 703-516-9399 FAX# 703-516-9680  
\$\$\$ UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT10/12 14.35  
\*\*\*CHANGES\*\*\* \*\* WFSB-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/DSCC IE REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA BUYER NAME DAN NAGELBERG  
3050 K ST NW, SALES PRSN WA- HEATHER UTTLEY (H)  
WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 6365916 CLASS: NATL. LOCAL REGIONAL  
PRDCT DSCC IE EST#1991 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT9/12 OCT15/12 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT10/12 14.35

REP: REVISED ORDER  
ADDED LN 14  
NEW TTL 55350  
VALUE TAKEN FROM HDLN 6360119  
PLS CFM  
THANKS, MIKE FOR HEATHER

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DSCC IE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	A		1200N-1230P	30		\$750.00	10/11	10/12	1		TH-F	1
AGENCY ADVERTISER CODE = 49												
AGENCY PRODUCT CODE = 53												
AGENCY EST# = 1991												
PROGRAM : NEWS												
CON COM1: NEWS												
OCT/12	55350.00											55350.00
CONTRACT TOTAL											22	
TOTAL SPOTS												

REP HEADLINE# 6365916 TRF# 497851  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

FAX# 703-516-9680  
C!!!  
PORT FROM REP  
\*\*CHANGES\*\* \*

MARKET TOTALS	\$227,500	WFSB 24%	WTNH 19%	WVIT 24%	WTIC 30%	WCTX 2%	WCCT 1%	WHPX 0%
CABL 0%								
ACCURATE SHARES								
SVC- NSI								
DEMOS- RA35+*								
MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS,PLAN,SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE

# CONTRACT


**wfsb.com**

**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

And:

**Great American Media (GMMB)**  
**1010 Wisconsin Avenue**  
**Washington, DC 20007**

<b>Contract / Revision</b> 497851 /		<b>Alt Order #</b> 06365916
<b>Product</b> DSCC IE		
<b>Contract Dates</b> 10/09/12 - 10/15/12		<b>Estimate #</b> 1991
<b>Advertiser</b> Democratic Senatorial Campaign Committee		<b>Original Date / Revision</b> 10/10/12 / 10/10/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 49	<b>Product Code</b> 53
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/09/12	10/15/12	10am-11am	10am - 11am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$500.00			
2	WFSB	10/09/12	10/15/12	11a-12p Price is Right	11am - 12pm		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$750.00			
3	WFSB	10/09/12	10/15/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$950.00			
4	WFSB	10/09/12	10/15/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$1,400.00			
5	WFSB	10/09/12	10/15/12	Inside Edition	7pm - 7:30pm		:30			NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				3	\$1,600.00			
6	WFSB	10/09/12	10/15/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				1	\$800.00			
7	WFSB	10/09/12	10/15/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$1,600.00			
8	WFSB	10/09/12	10/15/12	9am-10am	9am - 10am		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$550.00			
9	WFSB	10/15/12	10/15/12	Hawaii 5-0	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$7,000.00			
10	WFSB	10/14/12	10/14/12	The Mentalist	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$7,000.00			
11	WFSB	10/14/12	10/14/12	The Good Wife	9pm - 10pm		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u>		<u>Alt Order #</u>
497851 /		06365916
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/09/12 - 10/15/12	DSCC IE	1991
<u>Advertiser</u>		<u>Original Date / Revision</u>
Democratic Senatorial Ca		10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$7,500.00			
12	WFSB	10/09/12	10/09/12	Vegas	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$7,000.00			
13	WFSB	10/09/12	10/09/12	NCIS: LA	9pm - 10pm		:30			NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$9,000.00			
N 14	WFSB	10/12/12	10/12/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----F--				1	\$750.00			
Totals											22	\$55,350.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	22	\$55,350.00	\$47,047.50
<b>Totals</b>	<b>22</b>	<b>\$55,350.00</b>	<b>\$47,047.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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